



LINKEDIN – CLARK COLLEGE CAREER SERVICES TIPS FOR CREATING A STRONG STUDENT PROFILE

Adapted from “Building a Great Student Profile”, by LinkedIn (2013) and “LinkedIn Profile Guide”, by Kulver (2022)

Profile Photo & Cover Photo

Your profile picture is your first LinkedIn impression, so make it a good one! A high-quality, professional-looking headshot is best. Career Services is happy to help you with your photo. Wear something that you would be comfortable wearing to work, and do not forget a genuine and friendly smile! Choose a cover photo/banner that fits your professional and personal brand, that is not distracting (e.g., nature, industry/workplace, skyline).

Profile Headline & About Section

Your headline is a short and informative professional slogan or list of keywords. For example, “Honors student seeking marketing position” or “Marketing | Honors Student | Clark College.” Check out the profiles of students and recent alumni you admire for ideas. Your “About” Section is a summary of your experiences, an overview of your skills, and the place to market your personal brand. Similar to a paragraph from your best-written cover letter – be concise and confident about your qualifications and goals. You can also categorize and list your skills in bullet-point form here.

Experience & Volunteering Sections

List the jobs you have held (including your current job, if applicable) and internships. For each position, list your accomplishments, not just your job duties. You can also add multimedia (e.g., videos, presentations, documents, photos, websites, designs) that demonstrate your work.

Education Section

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

Skills Section, Endorsements & Recommendations

This section is the place to include keywords that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want. Your LinkedIn connections can endorse you for the skills that you list. Recommendations are messages written by LinkedIn members who recognize the work you are doing (e.g., manager or colleague) and they strengthen your credibility. You can request recommendations from first-degree connections.

LinkedIn URL

To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL (e.g., www.linkedin.com/in/OswaldPenguin).

Status Updates & Sharing Content

Posting updates regularly helps you stay on your network’s radar and build your professional image/brand. Mention your projects or events you are attending and share professional articles.

LinkedIn Groups

Groups you join appear at the bottom of your profile. Joining groups shows your connectedness and that you want to engage with the professional community. Start with your college and industry groups. Scan the QR code or use the URL to join Clark College’s LinkedIn Group! www.Linkedin.com/groups/796387

